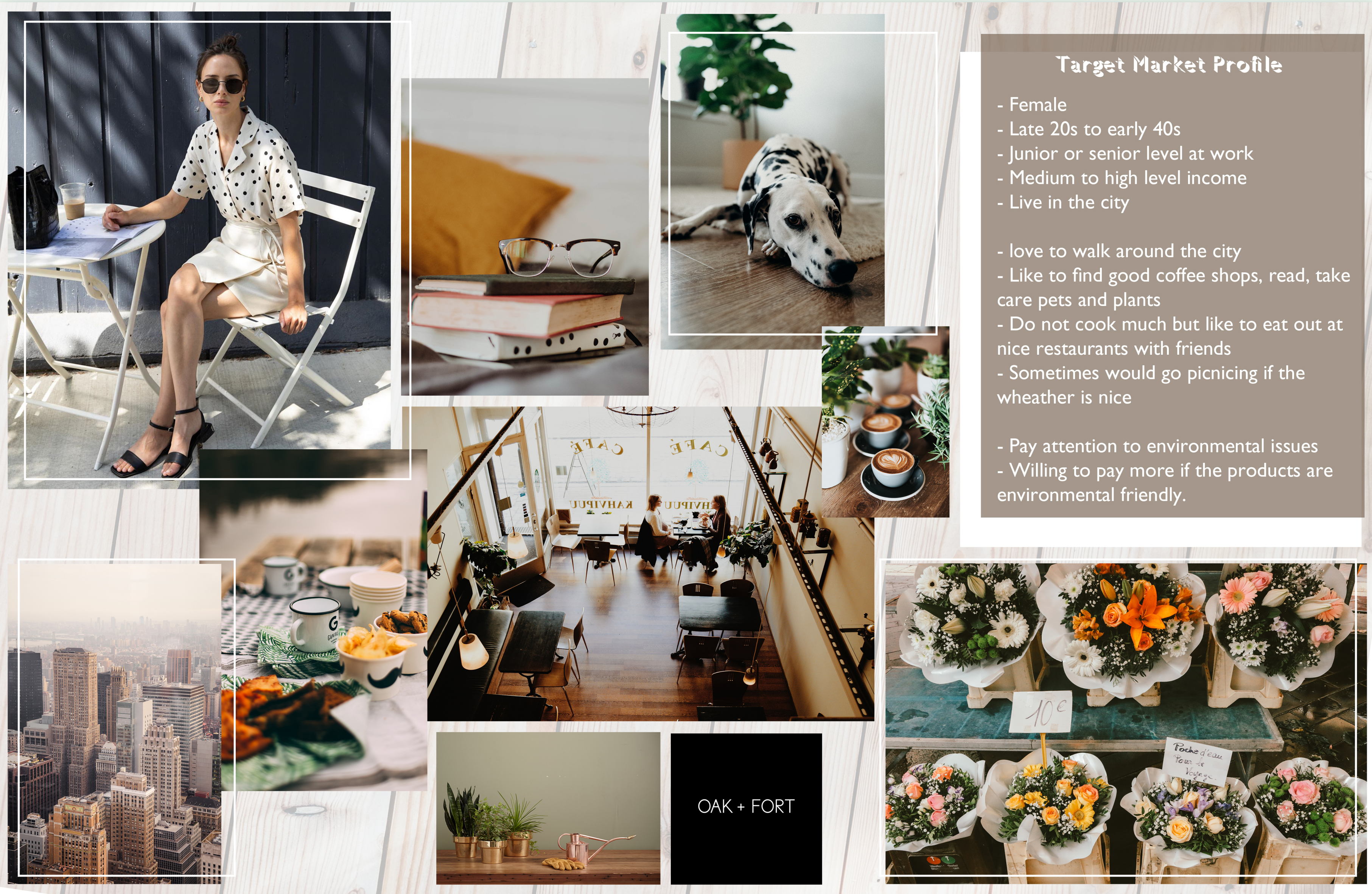


A light beige, textured jacket with a stand-up collar and five buttons, displayed against a green and white background. The jacket has a simple, clean design with a central button placket and a subtle texture. It is shown from the front, laid flat.



Project name: Back to Natural

Inspired by the Japanese architect, Tadao Ando, the visual design of the window and in-store displays use eco-friendly supplies to present an earth-toned natural look for Oak + Fort.

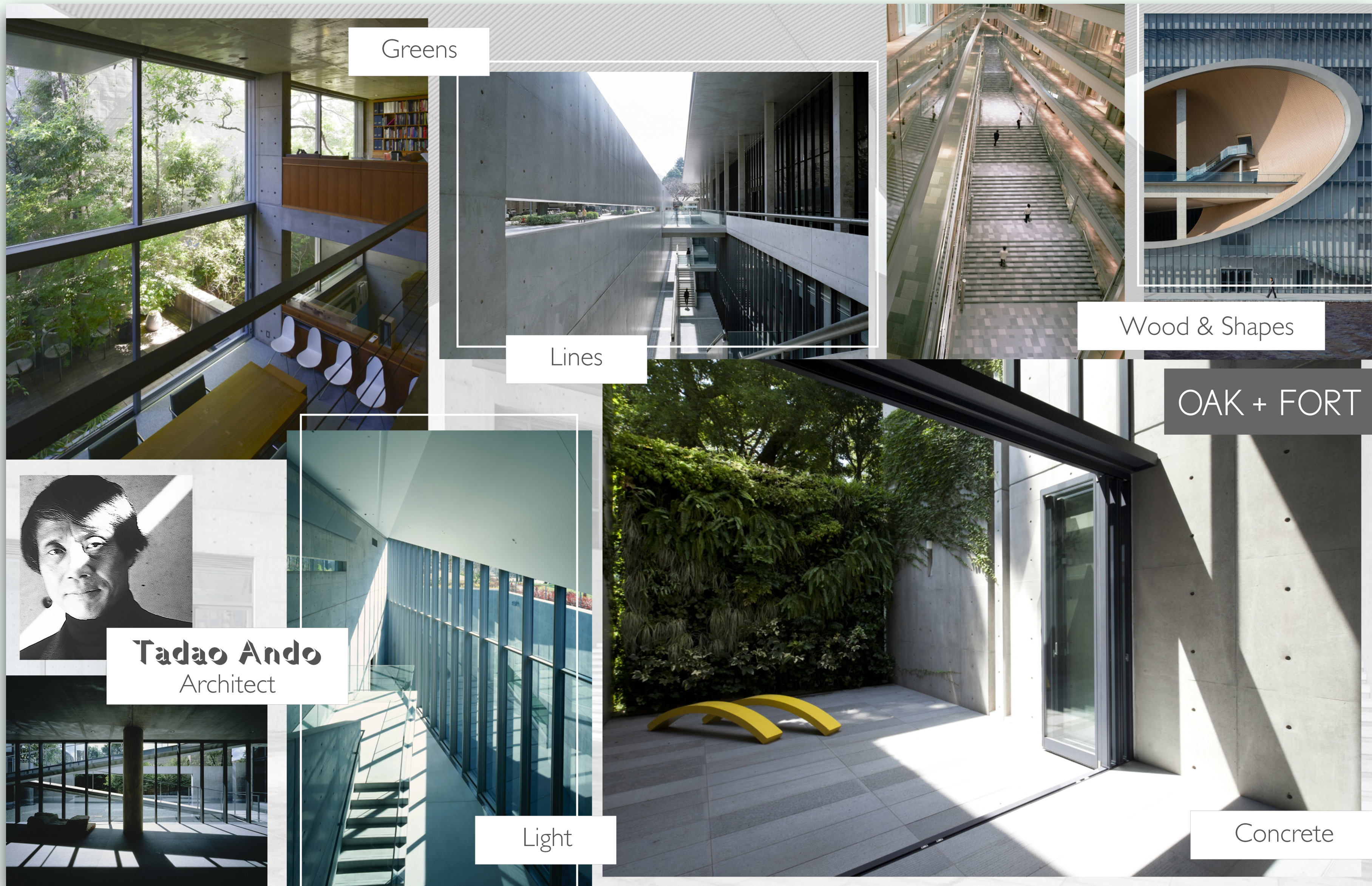


Target Market Profile

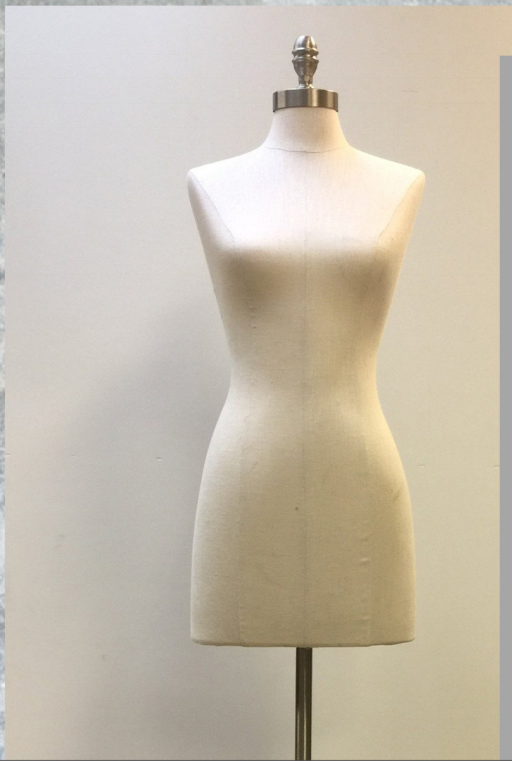
- Female
- Late 20s to early 40s
- Junior or senior level at work
- Medium to high level income
- Live in the city
- love to walk around the city
- Like to find good coffee shops, read, take care pets and plants
- Do not cook much but like to eat out at nice restaurants with friends
- Sometimes would go picnicing if the wheather is nice
- Pay attention to environmental issues
- Willing to pay more if the products are environmental friendly.

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Target Board




Art inspiration from Tadao Ando



Recycled Ornament Paper Shred
Supplier: EcoEnclose
Price: \$22/ per box

These shredded paper are made of recycled kraft paper so it is already helping to reduce carbon footprint. If it's not needed for the window display, it could be used as stuffing when packaging or to be recycled again.


Source: <https://www.ecoenclose.com/100-recycled-ornament-paper-shred-15-x-360/>



Made To Order Glass
Supplier: The Stone Boutique
Price: \$10/ for sample

This glass is made of recycled glass and other materials and could be custom made to various sizes and shapes. Even though it would again create carbon footprint and other waste while custom making, the fact that it's made of recycled materials still help reduce environmental impact a bit.


Source: <https://boutique.polycor.com/shop/samples/vetrazzo/-fair-pearl-sample/>



Planter Box
Supplier: Peroba
Price: \$35/per box

Made of reclaimed wood, this planter box could be used as stand ups in the window or interior decoration if any plants are preferred to be display in store.


Source: shorturl.at/ghoBE



Used Dress Forms
Supplier: Mannequin Madness
Price: \$120/per form

Using used forms help reduce carbon footprints and could be recycled again back to the same supplier once the store decided to toss them off.


Source: shorturl.at/fjT37



Concrete Risers
Supplier: Retail Resource
Price: 12.99/ per riser


Different than general concrete that is heavy, this riser is light and functionable. Concrete can last for a long time and do not need to worry about the color when time goes by.

Source: <https://pse.is/G79J9>



Shopping bags
Supplier: Oak + Fort
Price: \$0/ per bag

Use shopping bags as props for the display not only reinforce the brand name, but also save the budget as well. These could also be used for customer needs when the display is removed. No extra carbon footprint is created because these bags would already be shipped to stores.



OAK + FORT

Supply and fixtures sourcing

OAK + FORT



Window display



In-store feature



Wall display

Work Cited: Oat+Fort social media (Facebook and Instagram), Tadao Ando's official website and Unsplash

Software used: Photoshop